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In The Claims:

Claims 1-4 (canceled).

Claim 5 (currently amended) The ~~display system~~ method as recited in claim 4, 14 wherein the digital television broadcast network includes a digital television broadcast transmitter for transmitting a digital television signal in a wireless manner, wherein a portion of spectrum of the digital television signal is carrying the information, and wherein the digital television broadcast network further includes a receiver antenna coupled to the information handling system for receiving the digital television signal, wherein the information handling system decodes the digital television signal to extract the information therefrom for display on the electronic display.

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Claim 6 (currently amended) The ~~display system~~ method as recited in claim 5, wherein the digital television broadcast transmitter includes a transmitting antenna coupled to a broadcast multiplexor that combines a signal carrying the information with the digital television signal.

Claims 7-13 (canceled).

Claim 14 (original) A method for displaying information on an electronic billboard, comprising the steps of:

- providing a first electronic billboard at a first location;

- coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

- providing a second electronic billboard at a second location;

- coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

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coupling the first and second information handling systems to a third information handling system over a digital television broadcast network;

selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard; and

displaying the information on the selected electronic billboard.

Claim 15 (original) The method as recited in claim 14, further comprising the steps of:

selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard; and

displaying the information on the selected electronic billboard during the selected time period.

Claim 16 (original) The method as recited in claim 14, wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards.

Claim 17 (original) The method as recited in claim 16, wherein the list includes a map of the first and second locations.

Claim 18 (original) The method as recited in claim 16, further comprising the step of:

charging an amount of money for the display of the information on the selected electronic billboard.

Claim 19 (original) A system for displaying information on an electronic billboard, comprising:

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means for providing a first electronic billboard at a first location;

means for coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

means for providing a second electronic billboard at a second location;

means for coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard,

means for coupling the first and second information handling systems to a third information handling system over a digital television broadcast network;

means for selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

means for uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard; and

means for displaying the information on the selected electronic billboard.

Claim 20 (original) The system as recited in claim 19, further comprising:

means for selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard; and

means for displaying the information on the selected electronic billboard during the selected time period.

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